

**A. GETTING STARTED**

1. Are you? ☐ New Applicant ☒ Returning Applicant
2. Select the kind of Community Grant you are applying for: ☐ General Grant (Operating) ☒ General Grant (Programming)  
☐ Recreational Sport Grant ☐ Fee Waiver
3. Amount you are requesting: \$25,000.00 ☐ In-Kind (check if applicable)
4. Total cost of the project/event/program etc.: \$51,808.00
5. If you are a returning applicant and are requesting an increase over your last year grant amount awarded, please provide a rational for the increase.

N/A as our Grant Application was not approved/awarded last year. We are requesting the same grant amount as last year's application.

6. If you are applying for a General Operating Grant, please describe how this grant will be used to offset costs incurred to operate the organization.

N/A

**B. GETTING TO KNOW YOU**

1. Applicant Type:

☐ Local Registered Non-Profit Society

Society No: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_

☒ Registered Charity Charitable No: 106819295RR0001

☐ National/International Non-profit operating locally

Society No: \_\_\_\_\_

Date of Incorporation: \_\_\_\_\_

☐ Sport or Recreation Organization

☐ Other Specify: \_\_\_\_\_

2. Organization Name: Burnaby Hospital Foundation

3. Organization Street Address: 3935 Kincaid Street Burnaby BC V5G 2X6

4. Website (if applicable): www.bhfoundation.ca

5. Grant Application Main Contact Person:

Name: Danielle Sleiman

Phone: 778-865-9952

Email: danielle.sleiman@bhfoundation.ca

6. Alternative Contact person:

Name: Kristy James

Phone: 778-874-8613

Email: kristy.james@bhfoundation.ca

Applicant for **General Operating Grants** are not required to complete sections C, D, and E (marked with an asterisk \*)

### **C. THE PROJECT/EVENT/PROGRAM\***

1. Name of the Project/Event/Program: Burnaby Hospital Foundation's Annual Gala: A Gala Reimagined

2. Project/Event/Program Location (physical street address or event location):

Burnaby Hospital Foundation's Annual Gala: A Gala Reimagined will be virtual for 2020 as a result of the COVID-19 pandemic and size restrictions on public gatherings.

3. Project/Event/Program Start Date: Friday, November 13, 2020; 6:30pm

4. Project/Event/Program End Date: Friday, November 13, 2020; 8:30pm

### **D. PURPOSE OR BENEFIT\***

1. Describe the purpose or goal of the project/event/program.

Burnaby Hospital Foundation is the fundraising organization for Burnaby Hospital and is dedicated to community partnerships to purchase vital medical equipment and technology, improve patient care, and support innovative and educational community programs that improve individuals' health and the health of the community. The annual gala raises awareness and funds in support of the Hospital. The attendees are donors, community partners, business partners and potential donors. The goals of the event are to inspire investment in Burnaby Hospital and to raise funds in support of the two-phase redevelopment of Burnaby Hospital.

2. Describe the project/event/program, and the activities.

Over the past seven years, our Gala passport has instantly delivered our community and donors across the globe, immersing them in the sights, sounds and aesthetics of destinations from Paris to India, Nashville to China, and beyond – without ever having to leave Burnaby. But Burnaby is home, and as we approach the end of a challenging year, we decided there is no other place we would rather be. In our first ever virtual gala event, Burnaby Hospital Foundation is inviting our community to relax from the comfort of their own home, while joining us online as we raise the funds needed to transform Burnaby Hospital from a beloved community institution to a state-of-the-art medical facility. On November 13, our community – including sponsors together with physicians, corporate leaders, elected officials, major benefactors and hospital patrons – will virtually tune in and enjoy live entertainment, a 50/50 raffle draw and also will be able to directly make donations online during our Fund-a-Cause portion of the evening.

3. Describe how this project/event/program will benefit residents of Burnaby (who will benefit). How many Burnaby residents will be involved with or benefit from the project?

Proceeds from the Gala Reimagined will support the highest priority needs at Burnaby Hospital; the two-phase redevelopment of the Hospital. This campus redevelopment will significantly expand the services available for patients and families and boost the number of beds from 265 to 397, an increase of almost 50 per cent. When the redevelopment is complete, the hospital campus will also have two new patient care towers focusing on four services that are critically important for all local families: emergency, surgery, maternity and mental health and a cancer treatment centre. Burnaby Hospital currently serves over 200,000 patients each year. From diagnostic, medical and surgical procedures, to one of the busiest emergency departments in the province, Burnaby Hospital is paving the way for a brighter future in health care for Burnaby and surrounding neighbourhoods. This hospital was built by the community, for the community. Support from our gala will help us provide essential care to save lives and help members of our community return to health and wellness. Everyone deserves effective, efficient, high quality patient care, close to home.

4. Describe how the project/event/program aligns with one or more of the following ([Official Community Plan](#), [Social Sustainability Strategy](#), [Economic Development Strategy](#), [Environmental Sustainability Strategy](#)):

Burnaby Hospital Foundation and its annual gala aligns with the City of Burnaby's Social Sustainability Plan as the plan is "all about people – individuals and the community working together to meet their needs, realize their potential, and prosper in a healthy environment and improve the quality of life for all its citizens." Burnaby Hospital Foundation has been the fundraising organization for Burnaby Hospital since 1982. We are the community's trusted partner, shaping the future of health care through ground-breaking innovation. With the support of forward-thinking organizations and individual donors, we put state-of-the-art medical equipment and the best technology available into the hands of our dedicated health care professionals at Burnaby Hospital and Fellburn Care Centre so that everyone in the community has access to

effective, efficient high quality patient care close to home. This helps to advance the health of all generations that will help maintain the vibrancy of the entire community.

5. Identify your community partners or stakeholders – you may also include letters of support for your project/event/program from these groups as part of the application.

Confirmed cash sponsors to date include: Burnaby Firefighters Charitable Society, Brooke Radiology, Parkland Fuels, Glentel, Rancho Management Services Ltd., Scotiabank (Scotia Wealth Management), Trans Mountain, ABC Recycling, G&F Financial Group, and Sienna Senior Living. We also will have many Burnaby Hospital physicians, corporate leaders, elected officials, major benefactors and hospital patrons tuning in to the virtual event to show their support of the hospital and the hospital redevelopment project.

6. If the amount requested from the City of Burnaby is not fully granted, what would you do to make up the difference and/or how would you proceed differently?

The granted funds from the City of Burnaby would help to offset some event expenses and costs helping to increase our net revenue raised at the gala so more funds can be invested to transform Burnaby Hospital from a beloved community institution to a state-of-the-art medical facility. If the amount is not fully funded by the City of Burnaby, the difference would be made up by funds raised through cash sponsorship, 50/50 raffle ticket sales, and individual donations, with less event revenue being invested into the redevelopment of our hospital.

## **E. EVENT OUTCOMES\***

1. How will you know if your project/event/program reached its goals? (for example, a goal of engaging youth in environmental activities might include reaching a set target of youth participants)

It has been difficult raising funds for the redevelopment campaign during the pandemic and we have had to cancel our in-person Gala – which is our biggest fundraiser of the year. Pre-pandemic, our gala raises \$400,000 annually. This year, our first virtual gala will be successful if it reaches the following goals: meet event budget and raise \$100,000, continue to build on and grow community engagement and momentum with a virtual format with sponsors, physicians, corporate leaders, elected officials, major benefactors and hospital patrons tuning in, and as well as increase Burnaby Hospital Foundation's brand awareness online and expand our current audience reach by introducing potential new donors and community partners to Burnaby Hospital and the Foundation.

2. What data and feedback do you collect from your audience/participants? How do you evaluate your programs and services?

As this virtual format is new to us this year, upon completion of the gala we will send a post event survey to those who tuned into the gala livestream to gather data which helps to evaluate the event and develop some benchmarks for this new event format. We will ask questions along the lines of overall how would you rate your experience, how can we improve the registration and live streaming process, please comment on the program length (speeches, sponsor recognition, award presentation, online 50/50 tickets sales, entertainment, etc), how satisfied were you with the virtual format and content?

Applicants for **Recreational Sport Grants** are not required to complete sections F, and H (marked by two asterisks \*\*).

## **F. LONG TERM VIABILITY\*\***

**ATTENTION:** The grant program is intended to support new organizations and encourage organizational self-sufficiency, while creating a framework of financial sustainability rather than using City resources as an indefinite funding source. It is requested that your organization develop a diverse funding income base and seek alternative methods for self-sufficiency to ensure your organization's long-term operational sustainability.

1. What are your sources of revenue? What percentage of total revenue do they each represent?

<u>Source of Revenue</u>	<u>% of Total Revenue Previous Year</u>	<u>% of Total Revenue Current Year</u>
Earned Revenue (All ticket sales, registration fees, memberships, etc...)	-4	11
Grants (All federal, provincial, municipal, foundation and gaming grants)	1	1
Donations and Sponsorships (Cash)	77	88
Donations and Sponsorships (In-kind)	0	0
All donations (cash/in-kind) provided by the City of Burnaby	26	0

*\*Pis note: includes all organizational activity & not program specific*

2. What other sources of funding are you currently pursuing? Does the organization have a plan for diversification and increase of revenue over the longer term? If yes, please provide a copy of the plan or describe the primary objectives and strategies.

Burnaby Hospital Foundation has a diversified portfolio that includes support from many different community stakeholders through various giving vehicles, such as monthly giving, corporate partnerships, legacy giving, third party community events, individual giving, and signature events. A few examples of our plan for diversification and increased revenue goals include: building off of the foundations of our Chinese Ambassador Society, we are working with an established network of volunteers and ambassadors with outreach in the community with a current focus on the South Asian community to develop a South Asian Ambassador Society. The launch of two new programs - Plate it Forward, and Round Up for Redevelopment, focus on building relationships with our local community businesses to raise funds and awareness for hospital redevelopment. Developing a plan to increase engagement with internal hospital and medical staff by launching an online 50/50, a payroll deduction program, and physician specific giving campaign.

3. Please identify the cash value (\$) of all City of Burnaby contributions your organization/program/event has received from the City of Burnaby over the past three (3) years. Additionally, please indicate any other City of Burnaby grant opportunities you will be pursuing in the current year. Failure to identify City of Burnaby contributions may affect your eligibility for grants in the present year and in the future.

	3 years ago	2 years ago	1 year ago	Current Year	
				Awarded	Requested
Grant - Cash	\$0.00	\$0.00	\$0.00	\$0.00	\$25000.00
Grant - In-kind	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Permissive Tax Exemption	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Lease Grant	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	1,000,000	\$0.00	\$0.00

*\*Pis note: includes all organizational activity & not program specific*

4. Describe the top 3 goals for the organization in the current year.

Goal 1:

Increase Revenue to Build Future Hospital and Unexpected COVID-19 Related Expenses

**Description:**

- Increase alignment with Burnaby Hospital and Health Services
- Build Annual Campaign revenues to meet growing requirements (Hospital Redevelopment)
- Meet Program commitments

**Goal 2:**

**Enhance Community Awareness and Engagement**

**Description:**

- Increase breadth and diversity of public awareness of, and approval for, the Foundation
- Increase volunteer involvement in BHF activities
- Implement effective government relations program

**Goal 3:**

**Optimize Processes and Performance**

**Description:**

- Due to unexpected fundraising losses due to COVID, doing our best to maintain and achieve financial sustainability
- Enhance operation effectiveness

**5. Please complete the following:**

	Previous Year	Current Year
Number of volunteers (including Board)	62	57
Volunteer hours per year	600	415
Number of voting members	12	13

**6. How does your organization work to ensure that programs and services are accessible and inclusive for anyone who has an interest regardless of age, ability, orientation, ethnic/cultural background, socio-economic status? Please share examples and success stories of inclusivity and diversity within your organization and programming. (750 Characters Max)**

Burnaby is an extremely diverse community and also has one of the largest senior populations in the province. To meet these giving trends we are focusing on 4 key areas: (1) building relationships with individuals; we have a strong major gift program that is focused on building relationships with donors and prospects, (2) connecting with youth; through youth driven activities and events - Youth Ambassador Society, (3) responding to the diversity; we are working to build relationships with different ethnic groups in our community - Chinese Ambassador Society, and (4) older donors; we are working to engage our older donors through direct mail and planned giving initiatives.

## **G. INSURANCE AND ACKNOWLEDGEMENT**

1. Does your organization have general liability insurance? ☒ Yes ☐ No

2. If yes, what coverage?

Our insurance covers liability for up to \$10M.

3. If awarded a grant, how will your organization acknowledge the contribution from the City of Burnaby?  
(maximum 500 characters)

We would be please to recognize the City of Burnaby in the following ways: logo recognition on gala print ads, posters in the hospital elevators, website and social media. Acknowledgment during our gala live stream. Include a half page profile in gala eProgram. Include logo on sponsorship recognition signage banner as well as logo on Thank You ad (post event).

## H. OPERATING BUDGET FOR ORGANIZATION or PROJECT/EVENT/PROGRAM\*\*

Please identify if you are providing information for the entire organization or a specific project/event/program	<input type="radio"/> Organization <input checked="" type="radio"/> Project/Event/Program
For the Fiscal Year:	2020/2021
Month Fiscal Year Begins:	April 2020

REVENUES	Prior Year Actual	Current Year Budget	Current Year Confirmed? Y/N	Brief Descriptions/ Comments (type of grant and funding period)
Federal Government (Specify)				
1.	0	0	Y	N/A
2.				
3.				
Provincial Government (Specify)				
1.	0	0	Y	N/A
2.				
3.				
Local Government (Specify)				
1.	0	0	N	N/A
2.				
3.				
Sponsorships (Specify)				
1.	131000	48000	In Progress	Event has not taken place yet; still confirming
2.				
3.				
Earned Revenue				
1.Ticket Sales	44250	0	In Progress	Event has not taken place yet
2.				
3.				
Fundraising (Net Revenue)	94060	0	In Progress	Event has not taken place yet
Individual Donations	169600	0	In progress	Event has not taken place yet
In Kind Sources	10000	0	In progress	Event has not taken place yet
Investment Income	0	0	N	N/A
Other Sources (Specify)	0	0	N	N/A
<b>Total Revenue</b>	<b>448910</b>	<b>48000</b>		

Expenditures	Prior Year Actual	Current Year Budget	Brief Descriptions/ Comments (type of grant and funding period)
Total Compensation Expense	23679	8283	Staff compensation
Office Supplies & Expenses	0	0	
Program & Event Supplies	106713	26025	Event expenses
Advertising & Promotion	0	0	
Travel & Vehicles Expenses	0	0	
Interest and Bank Charges	0	0	
Licences, Memberships, & Dues	0	0	
Occupancy Costs	0	0	
Professional & Consulting Fees	17500	17500	Event contract, providing event management experience
Capital Purchases & Improvements	0	0	
Amortization of Capitalized Assets	0	0	
Donation, Grants, & Scholarship Expense as part of Charitable Activities	0	0	
Education and Training for Staff & Volunteers	0	0	
City Services Expenses (Specify)	0	0	
1.			
2.			
3.			
Other Expenses (Specify)			
1.			
2.			
3.			
4.			
5.			
<b>Total Expenditures</b>	<b>147892</b>	<b>51808</b>	
<b>CURRENT SURPLUS (DEFICIT)</b>			